

BRANDON BARR

79 ARVINE HEIGHTS, ROCHESTER, NY, 14611
PHONE 585.737.3026 • E-MAIL BRANDON@TEXTURL.NET

OBJECTIVE

To be a great copywriter

WORK EXPERIENCE

Current: Copywriting Intern, Wolf Group Rochester, Rochester NY

- Executed copy for trade and retail advertisements (clients: Bausch & Lomb, Kodak, Canandaigua Wines, Wegman's Markets)
- Acted as primary copywriter for long copy newsletters (Bausch & Lomb) and sales force collateral materials (Canandaigua Wines)
- Attended concepting and strategy meetings.
- Worked directly with account executives to ensure timely execution of client demands.

Current: Intern, JOHNBROWN Communications, Rochester, NY

- Conducted pre-interviews for fundraising film and assisted during shoot (Client: Colgate Rochester Crozer Divinity School)
- Attended recording sessions and oversaw mixing of audio for radio and TV (Seabreeze Amusement Park)
- Attended pre-production meetings for, gave casting input for, and assisted during shooting of television commercial (Geva Theatre)
- Produced scripts, business-to-business long copy, and press releases (Gaggia USA)

2000-2003 Instructor in English, University of Rochester

- Designed and taught sections of CAS 105: Reasoning and Writing in the College: *Poetry's Place in Society, or Can a Poem Really Matter?* and *Being Digital/Digital Writing*

EDUCATION

1999-present: University of Rochester, Rochester, New York

M.A. in English Literature

- Expects to complete the qualifications for the M.A. in September 2003
- Research interests: new media studies, poetics, advertising

1995-1999: Rhodes College, Memphis, Tennessee

B.A. with Honors in English

Magna Cum Laude

Computer knowledge: Microsoft Office, Microsoft PowerPoint, Microsoft Publisher, Adobe PageMaker, Adobe Photoshop, Adobe Illustrator, Macromedia Flash MX, Macromedia Dreamweaver, Macromedia Freehand, Macromedia Fireworks, HTML

AWARDS RECEIVED

- 2003: UR Writing Program Competitive Teaching Fellowship
- 1999-2003: University of Rochester Fellowship
- 1999: Phi Beta Kappa national academic honor society
- 1999: Omicron Delta Kappa national leadership honor society
- 1999: Mortar Board national service honor society
- 1998: Sigma Tau Delta English honor society (president)

OTHER RELEVANT EXPERIENCE

2002-present, Founder and editor of the *Banner Art Collective* (bannerart.org)

- Created concept and original implementation of site
- In collaboration with Garrett Lynch, a British artist, oversaw the redesign and rebranding of the site in October 2002
- Continued editing and curating of the site's content
- Created and currently maintains press kit on site and handles off-site publicity
- Cultivated steady press coverage of the site, including a recent full-page article with photo in *Libération*, the 3rd largest newspaper in France

2002-present, Superuser (assistant editor) at *Rhizome* (rhizome.org)

- Chose, edited, and published content to the front page and text database of the well-known net.art hub

2001-2003, Digital technology liaison, UR Department of English

- Moderated the Department of English graduate student listserv
- Regularly updated the Department of English graduate student website
- Added content management features to the Department of English graduate student website
- Organized technology tutorials for students and faculty

2001-2002, Recruiting & orientation coordinator, UR Department of English

- Served as first contact for all new Ph.D. and M.A. recruits
- Organized two separate visitor weekends—coordinating recruit travel, housing, and itineraries

1996-1999, Page editor for the *Sou'wester* (Rhodes College student newspaper)

- Selected and assigned stories
- Coordinated press passes and photographers for events
- Dealt with press contacts at local venues and national music labels
- Edited stories for content
- Completed the weekly layout of two-page Arts and Entertainment spread

References Available Upon Request

Portfolio available at <http://texturl.net/words/working/advertising/>